



City of Milpitas

Announces a job opportunity for

Marketing Assistant

Recreation Services Department

Annual Salary Range: \$57,495-\$69,886

Final Filing Date: Friday, April 3, 2015

About the Position

The Marketing Assistant is an exciting position responsible for the design and promotion of the Recreation Services Department, its programs, events and sponsorships. Under the direction of the Recreation Services Manager the Marketing Assistant will be the creative drive in establishing Recreation Services' brand; assist in the planning, promotion, implementation and coordination of marketing new and existing recreation services and programs; develop and maintain a strong communication and working relationship with sponsors and customers and marketing and graphics services for the City Manager's office. This position will also play a key role in launching the department's Social Media presence.

Examples of Duties - duties may include, but are not limited to, the following:

- Develops, ideas, concepts, design, themes, and program vision, to successfully market Recreation Programs, City sponsored events, special projects and related community involvement efforts.
- Creates and manages event promotion timelines for marketing, graphics and program coordinators.
- Creates and recommends action plans for marketing and promotion of services and program.
- Disseminates information to the public via e-blasts, press releases, ads, phone calls, and related information to schools, community non-profits, and other government agencies.
- Creates, posts, and monitors recreation Social Media Account pages; works with Webmaster on general media page posting.
- Sets up displays, workshops, classes, and presents information related to recreation and other related topics. May conduct tours and make presentations.
- Coordinates program, events and facility marketing material and graphic designs for new press releases, flyers, event schedules, pamphlets, and brochures.
- Develops and maintain positive relationships with local business, government and community groups.
- Solicits and receives sponsorships, ensures proper logos and applicable promotional credit is given to designated sponsors.
- Manages community promotions and executes printing budget.
- Analyzes, develops and recommends marketing policy and program changes in response to customer needs, budgetary considerations, market changes, and industry developments with adherence and compliance with City rules, procedures, and regulations.
- Assists staff in the development of written promotional and marketing information for their respective programs and events.

Minimum Qualifications

Experience: Three years of responsible paid experience in marketing, advertising, and promoting programs and or a related field.

Education: Associates degree from an accredited college or university with course work in marketing, business or public administration, management, public relations, communications, or a related field.

License and Certificates:

Appropriate valid California driver's license and satisfactory driving record. (DMV printout required). Certification in First Aid and CPR is highly desirable.

Special Requirements

Essential duties require the following abilities and work environments:

Work is performed in an office/recreational setting; will be exposed to the elements and sits, stands, walks, kneels, crouches, twists, reaches, bends, crawls, and grasp; must be able to lift, carry, push, pull, drag equipment weighing up to 40 lbs.; climbing up step stool ladders to stack equipment and supplies.

Note

Upon selection, additional requirements include:

- Tuberculosis test.
- Valid Social Security card.
- Fingerprint clearance (Department of Justice background check).

To Apply

Only online applications via CalOpps will be accepted. Visit the City of Milpitas website at www.ci.milpitas.ca.gov or www.CalOpps.org to apply. Copies of required certificates (if applicable), must be scanned into one document, along with a resume, and attached to your application.

Please submit a completed application and resume (front and back copies of **all** certification cards). The City reserves the right to close or re-open the recruitment at any time. Incomplete and/or inaccurate application materials may result in disqualification from the examination process. Only those candidates most qualified will be invited to an interview. Verification of other required documentation may be required at a later date.

The City of Milpitas is an Equal Opportunity/ADA employer. Reasonable accommodation in the application, examination and selection process will be made upon request. The information contained in this announcement does not constitute either an expressed or implied contract and these provisions are subject to change.

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<http://www.ci.milpitas.ca.gov/government/hr/employment.asp>

